

TABLE IV  
AMERICAN BRANDS

Brand	CO, mg/cigt.		
	Philip Morris Data Jan., 1982	FTC Report 3/83	TITL Market Sample #26
Bull Durham 85	24.0	23.5	23.1
Carlton 85 (Box)	<0.4	**	0.0
Carlton 85 (Soft Pack)	1.5	1.6	1.8
Carlton Menthol 85	0.8	0.9	1.1
Carlton 100 (Box)	0.9	0.7	0.8
Carlton Menthol 100 (Box)	0.8	**	0.8
Carlton 100 (Soft Pack)	5.1	5.6	5.7
Carlton Menthol 100 (Soft Pack)	5.1	5.4	5.6
Carlton 120	5.6	4.4	4.6
Carlton Menthol 120	4.9	4.5	5.2
Half & Half 85	16.0	16.5	16.9
Herbert Tareyton 85 (NF)	19.2	18.7	19.2
Iceberg Menthol 100	4.2	3.5	3.6
Long Johns 120	18.5	19.1	19.8
Long Johns Menthol 120	18.6	16.4	17.9
Lucky Strike 70 (NF)	16.6	16.3	16.9
Lucky Ten 85	9.0	10.6	10.6
Lucky 100	4.5	4.5	5.0
Montclair 85	15.1	15.5	16.1
Pall Mall 85 (NF)	17.0	16.4	17.4
Pall Mall 85	18.2	18.1	18.6
Pall Mall 100	17.9	16.4	16.6
Pall Mall Extra Light 85	7.1	6.8	7.2
Pall Mall Light 100	8.4	8.2	8.5
Pall Mall Light Menthol 100	12.2	12.6	12.8
Silva Thins 100	9.8	10.3	10.4
Silva Thins Menthol 100	10.4	10.2	10.2
Tall 120	19.1	19.4	20.1
Tall Menthol 120	16.5	17.6	17.6
Tareyton 85	15.0	15.9	16.5
Tareyton 100	16.5	16.8	17.1
Tareyton Lights 85	4.4	4.7	5.1
Tareyton Long Lights 100	7.1	7.4	7.5
Tareyton Ultra Low Tar Menthol 85	1.0	0.7	1.4
OVERALL AVERAGE CO DELIVERY	10.3	10.3	10.6

\*\*Below sensitivity of method used by FTC.

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